

## ABSTRACT

Provided is a plant having improved efficiency in propagation by cutting resulting from the enhanced rooting efficiency, and improved vase life.

A method of producing a transformed plant having improved rooting efficiency and/or prolonged vase life, comprising transforming a plant using a gene wherein a DNA encoding a protein that binds to a stress-responsive element contained in a stress-responsive promoter and regulates the transcription of a gene located downstream of the element is ligated downstream of the stress-responsive promoter.